

WHAT IS CLAIMED IS:

1. A method for transmitting media information over a network comprising the steps of:

generating a handle at a first location where the handle identifies a media object;

transmitting the handle from the first location to a second location through the network; and

rendering the identified media object at the second location in accordance with the handle.

2. The method as in claim 1 wherein the generating step comprises the steps of:

obtaining an identifier for the media object;

obtaining an identifier for each participant of a value-chain for the media object; and

combining the identifiers to form the handle.

3. The method as in claim 1 wherein the transmitting step operates to transmit at least one of: e-mail, chat, instant messaging, cell phone protocols, TV/video links, and dynamic chat

4. The method as in claim 1 further comprising the steps of:

transmitting the handle from the second location to a server;

at the second location, receiving from the server the media object identified by the handle;

optionally, displaying the media object at the second location when the media object contains a visual portion; and

optionally, producing audio corresponding to the media object at the second location when the media object contains an audio portion.

1 5. The method as in claim 1 wherein the media object identified by the handle is  
2 available locally at the second location, further comprising the steps of:  
3 optionally, displaying the media object at the second location when the media  
4 object contains a visual portion; and  
5 optionally, producing audio corresponding to the media object at the second  
6 location when the media object contains an audio portion.

1 6. The method as in claim 1, wherein the handle includes at least one of the  
2 following identifiers:  
3 an object-id specifying a location of the media object;  
4 a sku-id identifying a product number for the media object;  
5 a distributor-id identifying a distributor associated with the media object;  
6 a retailer-id identifying a retailer associated with the media object;  
7 a channel-id identifying a channel associated with the media object;  
8 a renderer-id identifying a software associated with the media object;  
9 a carrier-id identifying a carrier associated with the media object;  
10 a disk-id identifying a disk containing the media object;  
11 a user-id identifying a user associated with the media object;  
12 an absolute-time-id specifying the absolute time when the handle is  
13 transmitted;  
14 a temporal-location-id specifying the amount of the media object rendered  
15 when the handle is transmitted; and  
16 a temporal-state-id specifying the state of the media object when the handle is  
17 transmitted.

1 7. The method as in claim 6 wherein the handle additionally includes a set of  
2 terms that govern the rendition of the media object.

1 8. The method as in claim 6 wherein the handle additionally includes a reference  
2 to a set of terms that governs the rendition of the media object.

1 9. A method for transmitting media information among a plurality of locations  
2 over a network comprising the steps of:  
3 rendering a media object at a first location;  
4 generating a handle at the first location where the handle identifies the media  
5 object and identifies at least one value-chain participant;  
6 transmitting the handle to at least one second location over the network; and  
7 rendering the media object at the second location using the handle.

1 10. The method as in claim 9 wherein the step of rendering the media object at the  
2 second location comprises the steps of:  
3 obtaining permission to render the media object at the second location from  
4 the at least one value-chain participant;  
5 rendering the media object at the second location in accordance with such  
6 permission.

1 11. The method as in claim 9 wherein the step of rendering the media object at the  
2 second location comprises the steps of:  
3 transmitting the handle from the second location to a server;  
4 at the second location, receiving from the server the media object identified by  
5 the handle;  
6 optionally, displaying the media object at the second location when the media  
7 object contains a visual portion; and  
8 optionally, producing audio corresponding to the media object at the second  
9 location when the media object contains an audio portion.

1 12. The method as in claim 9, wherein the handle includes at least one of the  
2 following identifiers:

- 3 an object-id specifying a location of the media object;  
4 a sku-id identifying a product number for the media object;  
5 a distributor-id identifying a distributor associated with the media object;  
6 a retailer-id identifying a retailer associated with the media object;  
7 a channel-id identifying a channel associated with the media object;  
8 a renderer-id identifying a software associated with the media object;  
9 a carrier-id identifying a carrier associated with the media object;  
10 a disk-id identifying a disk containing the media object;  
11 a user-id identifying a user associated with the media object;  
12 an absolute-time-id specifying the absolute time when the handle is  
13 transmitted;  
14 a temporal-location-id specifying the amount of the media object rendered  
15 when the handle is transmitted; and  
16 a temporal-state-id specifying the state of the media object when the handle is  
17 transmitted.

1 13. A method for transmitting media information among a plurality of locations  
2 over a network comprising the steps of:  
3 rendering a media object at a first location;  
4 generating a handle at the first location where the handle identifies the media  
5 object;  
6 transmitting the handle to at least one second location over the network; and  
7 rendering the media object at the second location such that the rendition of the  
8 media object at the second location is synchronized with the rendition of the media  
9 object at the first location.

1 14. The method as in claim 13 wherein the step of rendering the media object at  
2 the second location comprises the steps of:

3 transmitting the handle from the second location to a server;  
4 at the second location, receiving from the server the media object identified by  
5 the handle;  
6 optionally, displaying the media object at the second location when the media  
7 object contains a visual portion; and  
8 optionally, producing audio corresponding to the media object at the second  
9 location when the media object contains an audio portion.

1 15. The method as in claim 13, wherein the handle includes at least one of the  
2 following identifiers:

3 an object-id specifying a location of the media object;  
4 a sku-id identifying a product number for the media object;  
5 a distributor-id identifying a distributor associated with the media object;  
6 a retailer-id identifying a retailer associated with the media object;  
7 a channel-id identifying a channel associated with the media object;  
8 a renderer-id identifying a software associated with the media object;  
9 a carrier-id identifying a carrier associated with the media object;  
10 a disk-id identifying a disk containing the media object;  
11 a user-id identifying a user associated with the media object;  
12 an absolute-time-id specifying the absolute time when the handle is  
13 transmitted;  
14 a temporal-location-id specifying the amount of the media object rendered  
15 when the handle is transmitted; and  
16 a temporal-state-id specifying the state of the media object when the handle is  
17 transmitted.

1 16. The method as in claim 12 further comprising the steps of:  
2 computing a transport time as the difference between a current absolute time  
3 and an absolute time when the handle was transmitted; and  
4 at the second location, rendering the media object at a position within the  
5 media object corresponding to a temporal location incremented by the transport time.

1 17. A method for transmitting media information over a network comprising the  
2 steps of:  
3 generating a handle at a first location where the handle includes an identifier  
4 for a media object and a reference to a technical-support source;  
5 transmitting the handle from the first location to a second location through the  
6 network;  
7 optionally, displaying the media object at the second location when the media  
8 object contains a visual portion;  
9 optionally, producing audio corresponding to the media object at the second  
10 location when the media object contains an audio portion; and  
11 establishing access to the technical-support-source according to the reference  
12 in the handle.

1 18. The method as in claim 17, further comprising the step of:  
2 updating the technical-support-information previously downloaded from the  
3 technical-support-source.

1 19. A method for transmitting media information over a network comprising the  
2 steps of:  
3 generating a handle at a first location where the handle includes an identifier  
4 for a media object and a reference to a technical-support source;  
5 transmitting the handle from the first location to a second location through the  
6 network;

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1 transmitting the handle from the second location to a server through the  
2 network;  
3 at the second location, receiving from the server the media object identified by  
4 the handle;  
5 optionally, displaying the media object at the second location when the media  
6 object contains a visual portion;  
7 optionally, producing audio corresponding to the media object at the second  
8 location when the media object contains an audio portion;  
9 establishing access to the technical-support-source according to the reference  
10 in the handle; and  
11 optionally, downloading technical-support-information from the technical-  
12 support-source to the second location.

1 20. The method as in claim 19, further comprising the step of:  
2 updating the technical-support-information previously downloaded from the  
3 technical-support-source.